

2008 BRITISH COLUMBIA & TERRITORIES CANADIAN VISITORS TO ARIZONA

VISITATION VOLUME	
Total Visitors from British Columbia and Territories Canada to Arizona	128,700

QUARTER OF TRAVEL	
1st Quarter	53.0%
2nd Quarter	13.8%
3rd Quarter	10.7%
4th Quarter	22.5%

Visitor Demographics:

GENDER	
Female	46.7%
Male	43.0%

AGE	
Children 0-19 years	1.6%
20–34 years	3.9%
35–54 years	16.9%
55–74 years	59.0%
75+ years	8.2%
Unknown	10.3%

PARTY COMPOSITION	
Avg Travel Party Size	1.9 persons
Traveling Alone	14.6%
2 Adults	64.7%
3+ Adults	8.4%
Adults and Children	1.9%
Unknown	10.3%

TRAVEL PARTY SIZE	
1 person	14.8%
2 persons	68.5%
3 persons	3.7%
4 persons	5.1%
5-9 persons	5.8%
10+ persons	2.3%

Trip Behavior:

LENGTH OF STAY	
Avg Visit Duration	12.5 nights
1–3 nights	19.5%
4–9 nights	46.2%
10–20 nights	16.9%
21+ nights	17.3%

MODE OF ENTRY	
Auto	56.6%
Airplane	38.7%
Via USA	3.0%
Other	1.1%
Bus	0.5%

Trip Behavior (continued):

MAIN TRIP REASON	
Holiday, Vacation	57.5%
Visit Friends or Relatives	17.3%
Second Home, Cottage,	6.6%
Meetings	5.2%
Convention, Conference, Trade Show	4.0%
Attend Events, Attractions	3.0%
Personal (Medical, Wedding, etc)	2.3%
Other Work	1.9%
Other	0.9%

ACCOMMODATIONS	
Motel Only	17.0%
Hotel Only	16.1%
Home of Friend or Relatives Only	13.3%
Camping or Trailer Park Only	10.9%
No Accommodation Reported	10.3%
Other Only	8.0%
Motel & Home of Friends/Relatives	6.8%
Hotel & Motel	5.9%
Other Combinations of 2 types	5.3%
Combination of 3 or more types	3.3%
Cottage/Cabin Only	2.0%
Hotel & Home of Friends/Relatives	1.1%

Visitor Spending:

VISITOR SPENDING (CDN \$)	
Avg Spending per Visit	\$969.31 CDN
\$0—\$299 CDN*	9.9%
\$300—\$1,999 CDN*	51.5%
\$2,000—\$7,999 CDN*	35.7%
\$8,000+ CDN*	2.3%

VISITOR SPENDING (US \$)	
Avg Spending per Visit	\$1,033.27 US
\$0 - \$319 US*	9.9%
\$320 - \$2,131 US*	51.5%
\$2,132 - \$8,527 US*	35.7%
\$8,528+ US*	2.3%

*Annualized Conversion rate for 2008: \$1 CDN = \$0.9381 US

VISITOR SPENDING PER NIGHT (CDN \$)	
Avg Spending per Night	\$77.58 CDN

VISITOR SPENDING PER NIGHT (US \$)	
Avg Spending per Night	\$82.70 US